



What Do CMU Students Watch & How Do They Watch It?

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Introduction

We conducted a survey regarding students' viewing habits and their methods for watching various forms of media. Our research can give insights into how students at universities are using the many available streaming options to find a balance that caters to their viewing habits. By using CMU students, this could potentially be helpful to CMU itself, since there may be a better option to offer students than the currently offered xFinity on campus TV service.

Method

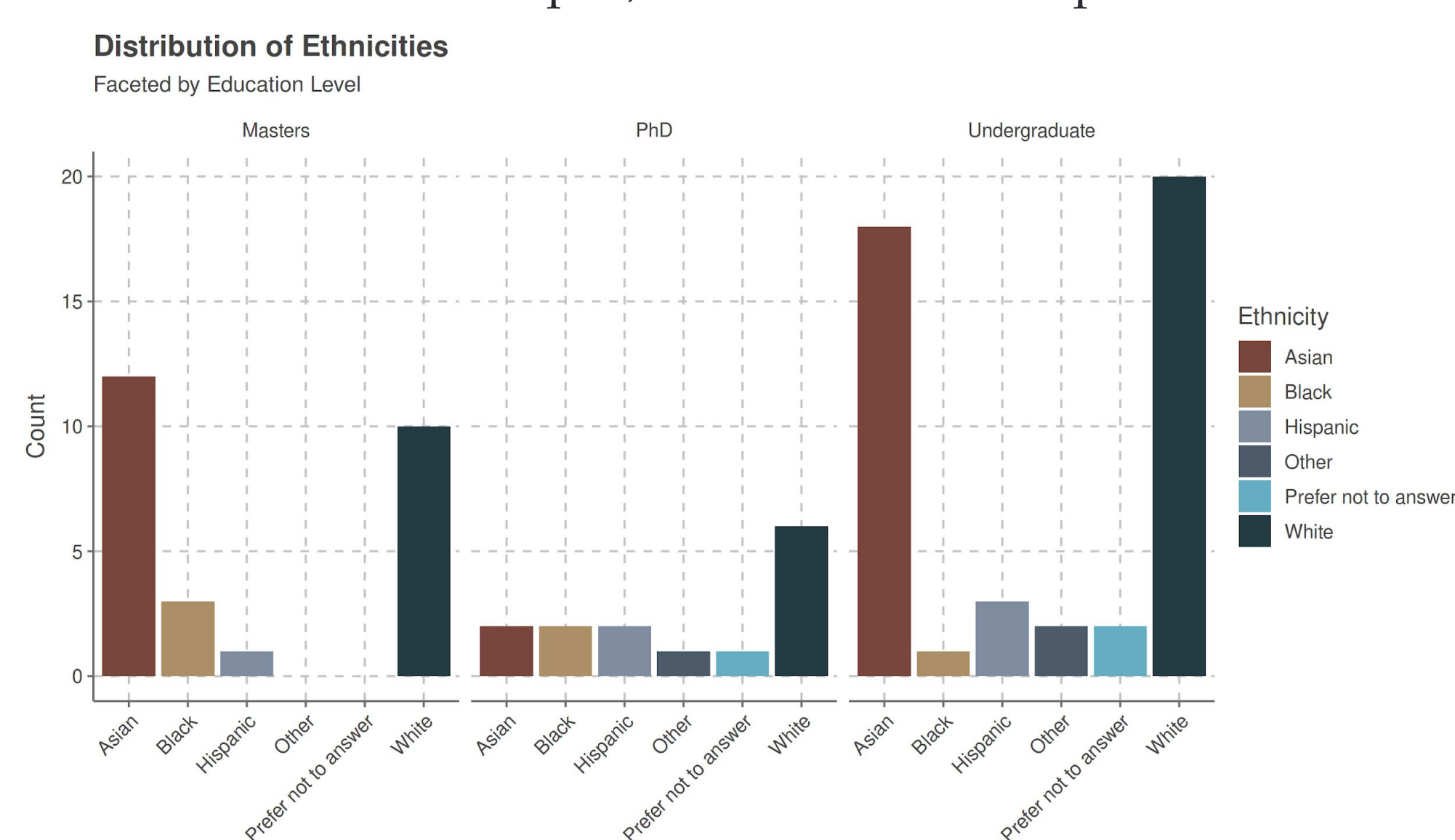
We used stratified sampling based on grade level (Undergraduates, Master's, Ph.Ds) and took a SRS of students within the strata. Our sample was 500 CMU Andrew IDs, provided by the registrar, where 1/3 were PhD students, 1/3 were Master's students, and 1/3 were Undergraduate students. We sent out a Google Forms survey through email. our target population was CMU students and our sampling frame was Andrew IDs provided by the Registrar.

- Response Rate (Undergraduate) = 27%
- Response Rate (PHD) = 8%
- Response Rate (Master's) = 15%
- Overall Response Rate = 17.2%

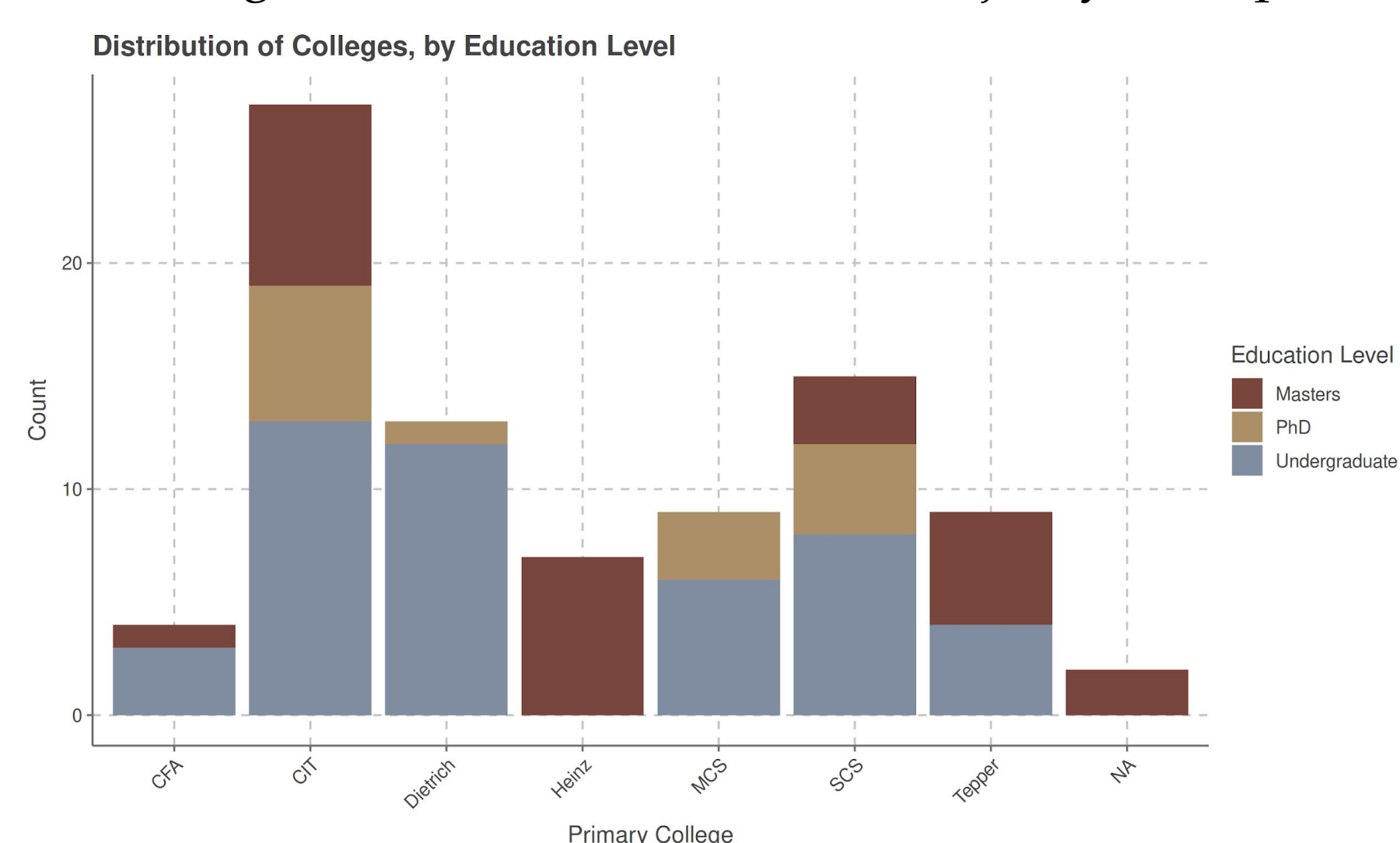
Demographics

The demographics of our overall respondents are as follows:

- 53.9% Undergraduate, 30.3% Masters, 15.8% PhD
- 50% Male, 46.1% Female, 1.3% other, and 2.6% Prefer not to say
- 61.2% live On-campus, 38.8% live Off-campus



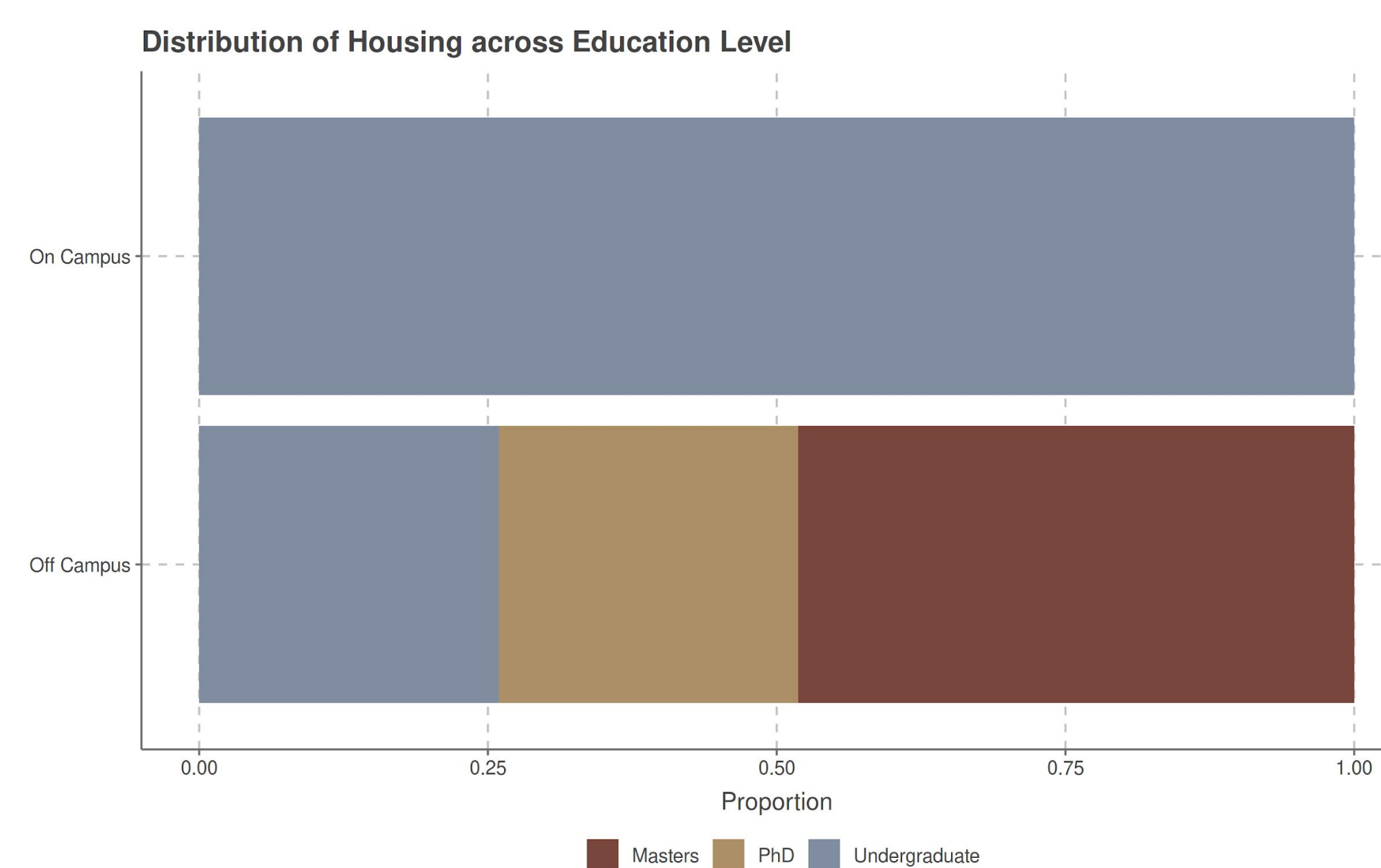
- It appears that across all education levels, we received the most responses from Undergraduate students especially those of Asian and White backgrounds
- Among the Master's students, the majority of respondents were Asian.



- The majority of our respondents seem to be students of CIT while smallest group of respondents are students of CFA
- Most of the colleges are represented by Undergraduates

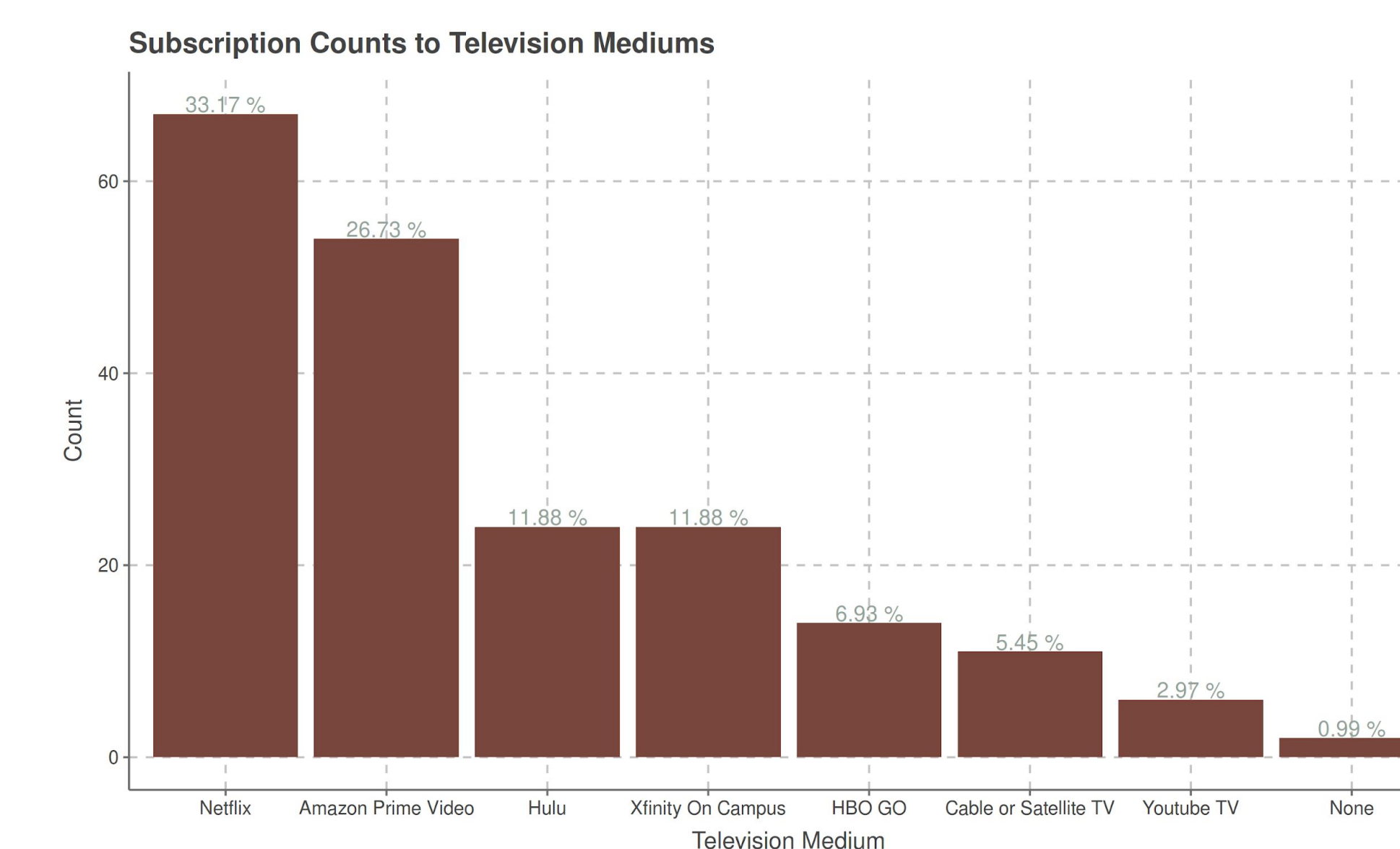
Results

Residential Location by Education Level



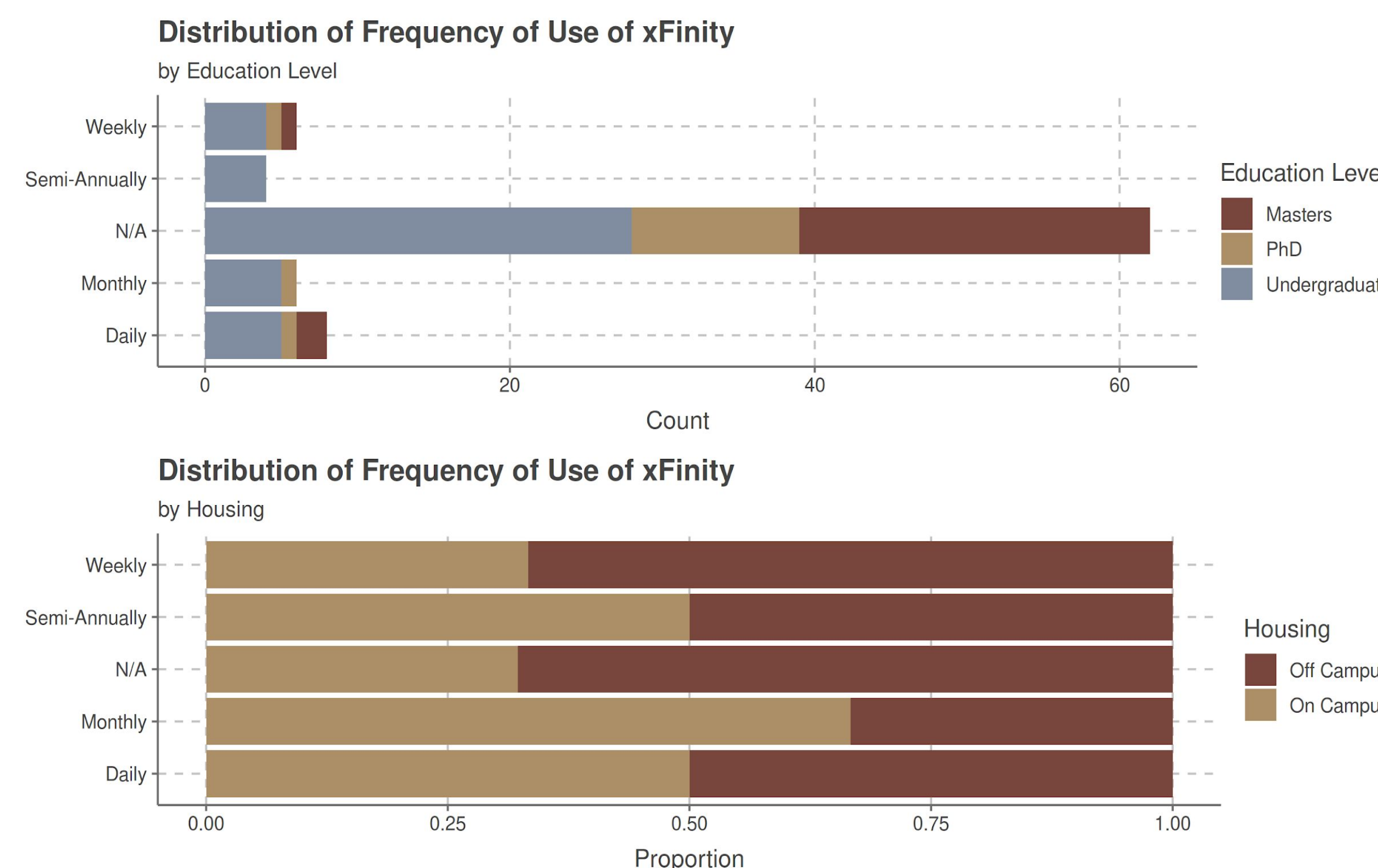
- All of the on campus residents surveyed were Undergraduates.
- Almost half of all off campus residents were Master's students, and there was an even split between off campus PhD and Undergraduate students.

Subscriptions to Streaming Services



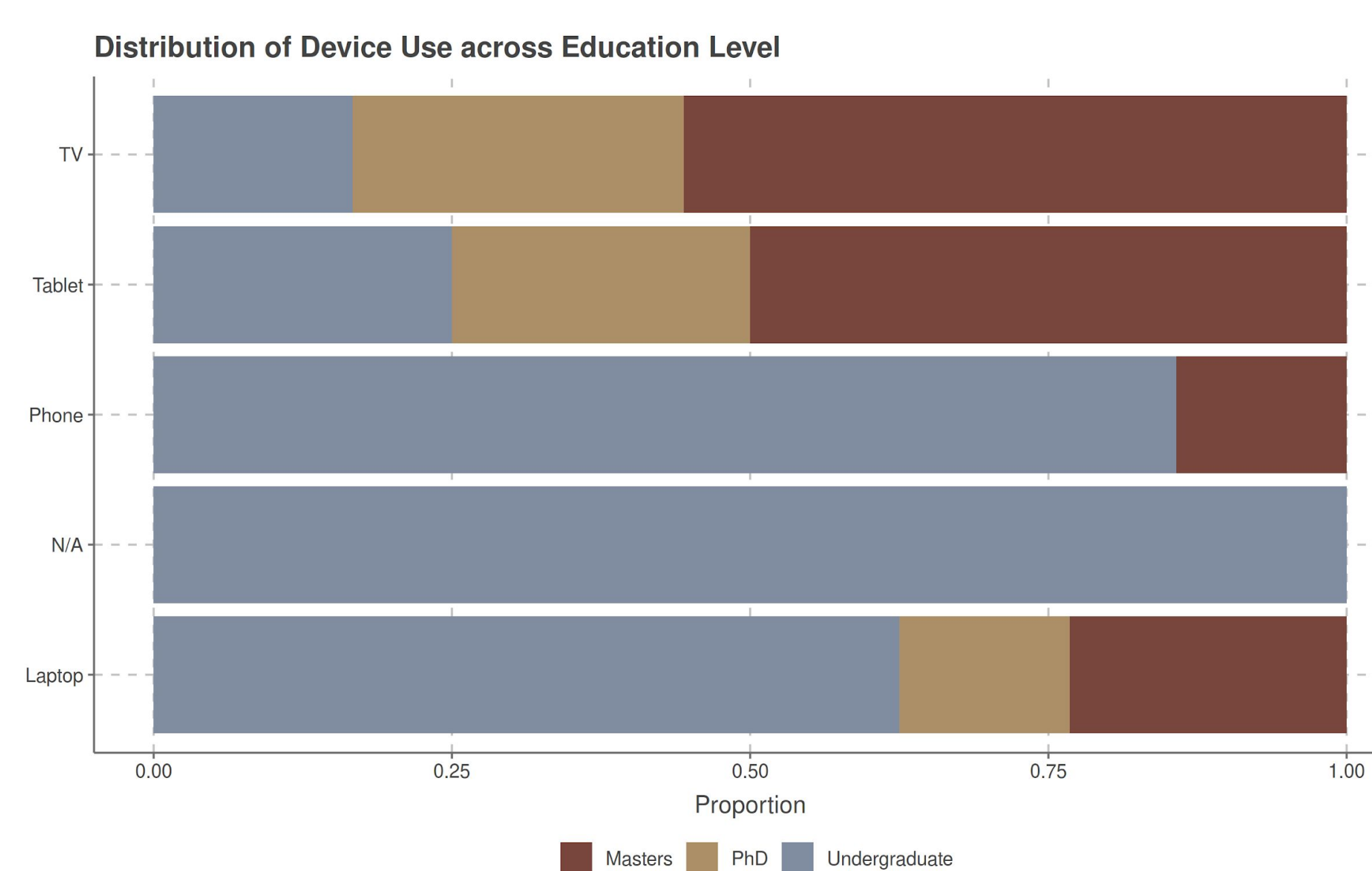
- Netflix was the most popular service among respondents, accounting for a third of all subscriptions.
- Only 1% of all respondents did not have a subscription to any service, and only 5.45% have subscriptions to Cable or Satellite TV.

xFinity Use Across Education Level and Housing Type



- Undergraduate students constitute the majority of users of the xFinity service across different frequencies of use.
- Note that "N/A" represent respondents who were unaware of the existence of the xFinity service.
- An interesting observation is that the proportion of off campus students that use xFinity daily is roughly the same as the proportion of on campus students
- Overall, there appears to a small proportion of respondents who actually use the xFinity service
- Those who use xFinity usually use it at high frequencies such as daily and weekly

Primary Viewing Device Across Education Level



- The graph to the left shows the proportion of respondents using each device across education levels.
- Laptops were the most common devices, with 65% of respondents citing it as their primary viewing device.
- The least common device was tablets with only 4.65% of respondents mentioning it as their viewing device.
- Master's and PhD students correspond to a greater proportion of TV viewers than Undergraduates, which is explained by the fact that all Master's and PhD students surveyed live off campus.
- There was a high correlation between using a TV as a primary viewing device and living off campus.

Confidence Intervals

Confidence Intervals for Hours Spent Watching

95% Confidence Intervals		
Type	Lower Bound	Upper Bound
Stratified	8.332559	8.365573
Undergraduate strata	7.297197	9.050629
Masters strata	7.773303	9.342082
PhD strata	7.492758	9.221528
Overall (Not weighted)	7.152096	9.487439

- After assessing the confidence intervals among the Undergraduate, Master's, and PhD strata in the table above, it is clear that the mean total hours spent watching in a week is consistent among all strata.
- Despite this consistency, the confidence interval for the Master's strata appears to be the largest while the confidence interval for the Undergraduate strata appears to be the smallest.
- This might mean that Master's students have more time on their hands to watch content and some of these students may be watching through the university's xFinity streaming service

Summary

It is clear from the data that Netflix is the most common viewing medium across all education levels. This was particularly interesting to us as we thought that Amazon Prime would be the most since a Prime membership offers many more perks than solely streaming. Another interesting insight was the staggeringly low subscription count of Cable or Satellite TV, ranking second to last among the other providers. A decade ago, Cable would most likely be ranked far higher.

From the data, it seems that overall, around half of the respondents were not aware of the xFinity TV subscription CMU offered. This included the majority of both masters and PhD students, as more undergraduates were aware of the service than unaware. A possible explanation could be that the subscription could be generally more advertised to undergraduates than graduate students, so if CMU wanted more students to get a use out of it, they should consider advertising it more across all education levels.

Out of the students who actually used the subscription service, most students seemed to use it daily or weekly, which makes sense in that many live programs tend to be on a daily/weekly schedule (i.e. late night shows and scripted shows, respectively), so if anyone kept up with either of those, they would adhere to that cycle.

Residents on and off campus seem to factor into xFinity use. Undergraduates seem to use the streaming service more frequently, with many of them living on campus. Thus, advertising to students that particularly live off campus could help expand the use of the service especially since graduate students cannot live on campus.